

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-30 (cancel)

Claim 31 (new): A method comprising:

transmitting a first announcement including a content description for content, the first announcement transmitted before any assignment of connection has been determined for the content;

thereafter transmitting a second announcement including connection information for the content; and

transmitting the content after the first announcement and the second announcement.

Claim 32 (new): The method of claim 31, including arranging said content description with at least two levels of granularity.

Claim 33 (new): The method of claim 32, including linking each of the granularity levels to connection information for the granularity.

Claim 34 (new): The method of claim 31, further including providing a service identifier with said first announcement to link with said second announcement.

Claim 35 (new): The method of claim 34, including specifying the location of service in said connection information.

Claim 36 (new): The method of claim 35, further including transmitting ancillary information with said content.

Claim 37 (new): The method of claim 31, further including providing an identifier to link said first and second announcements.

Claim 38 (new): The method of claim 31, wherein transmitting said connection information includes transmitting a data program guide.

Claim 39 (new): The method of claim 31, further comprising transmitting the content via a satellite.

Claim 40 (new): The method of claim 31, further comprising accumulating the connection information at a transport operator for later transmission via the second announcement.

Claim 41 (new): An article comprising a medium to store instructions that if executed enable a system to:

transmit a first announcement including a content description for content, the first announcement transmitted before any assignment of connection has been determined for the content;

thereafter transmit a second announcement including connection information for the content; and

transmit the content after the first announcement and the second announcement.

Claim 42 (new): The article of claim 41, further storing instructions that if executed enable the system to arrange said content description with at least two levels of granularity.

Claim 43 (new): The article of claim 42, further storing instructions that if executed enable the system to specify the location of service in said connection information.

Claim 44 (new): The article of claim 41, further storing instructions that if executed enable the system to provide an identifier to link said first and second announcements.

Claim 45 (new): The article of claim 44, further storing instructions that if executed enable the system to include the identifier in the first announcement and the second announcement.

Claim 46 (new): The article of claim 44, further storing instructions that if executed enable the system to generate the second announcement using a template while the first announcement is generated.

Claim 47 (new): A system comprising:

a processor; and

a transmitter coupled to said processor to transmit a first announcement including a content description for content, the first announcement transmitted before any assignment of connection has been determined for the content, thereafter transmit a second announcement including connection information for the content, and transmit the content after the first announcement and the second announcement.

Claim 48 (new): The system of claim 47, further comprising storage coupled to said processor to store a template for said second announcement, said template formed before said connection information is available.

Claim 49 (new): The system of claim 47, wherein said transmitter to transmit an identifier to link said first and second announcements.